



KS4 GCSE Media Studies (introduced 2017)

Year 10 Autumn Term	Topic	Further Details About The Topic
<p>First half of the term: September – October</p>	<p>Introduction to the GCSE Media Studies course & the theoretical framework for study,</p> <ul style="list-style-type: none"> Media Language ML Industry I Representation R Audience A <p>Components of the course:</p> <p>Media One (Section A) ML + R Media One (Section B) I + [Targeted] A</p> <p>Media Two (Section A) In depth analysis of Television Media Two (Section B) In depth analysis of Print, Video Games & Participatory Social Media</p> <p>Non Exam Assessment Production Practical</p>	<p>Scholars are introduced to the components of the course and the demands of the theoretical framework to support analysis and discussion of 18 CLOSE STUDY PRODUCTS (CSP).</p> <p>Scholars familiarise themselves with the Microsoft programmes (Word, Publisher, PowerPoint, Excel, Movie Maker) and receive training in Adobe software (Photoshop) and Apple iOS (iMovie).</p> <p>Scholars are trained in analysis and deconstruction techniques [Denotation /Connotation] in their quest to uncover the Social-Historical-Political-Cultural Context of the Media Industry that surrounds them.</p> <p>Attention will focus on REPRESENTATION as a form of introducing Celebrity culture to sell products ranging from Music & Film, to Cosmetics & Cars.</p> <p>Further theoretical language associated with Semiotics (and its origins) and Polysemic texts strengthen each scholars approach to reading a text in preparation for the 18 CSPs.</p> <p>Short pre-production prepping tasks introduce the (30%) coursework requirement, known as NEA. This allow scholars to hone practical techniques such as film making and photography, with an eye on TARGETED AUDIENCES</p>
<p>Second half of the term : November – December</p>	<p><u>Television Broadcast & Online</u></p> <p>CSP1 Television Online BBC3 Class (2016)</p> <p>CSP 2 Television Broadcast BBC1 Dr Who (1963)</p>	<p>Programme of study:</p> <p>Scholars will look at how codes and conventions are used to display meaning, including semiotic analysis. Identifying genre and hybridity & intertextuality alongside narrative structure.</p> <p>Scholars will study masculinity, femininity, hetero/homosexuality, disability, class and age related features and issues.</p> <p>The fantasy themes invite scholars to identify and consider the significance of social, historical and political changes</p>



		that have impacted on television of a time, allowing for a clearer understanding of the impact of technology and legislation in shaping the BBC.
Year 10 Spring Term	Topic	Further Details About The Topic
First half of the term : January – February	<u>Online, Social & Participatory Media</u> CSP3 Online Vlog/Blog <i>Zoella</i> CSP4 Participatory Online <i>Kim Kardashian: Hollywood</i> CSP 5 Video game <i>Lara Croft: Go !</i>	Scholars will compare the impact of three specific products on 21 st Century audiences. The aim will be to understand the phenomenon of interactive (or participatory) media on our daily lives in an effort to uncover the nature of the industry, how they are governed and the revenues generated in the process. Celebrity status will be analysed and images deconstructed to understand how these platforms target audiences.
Second half of the term : February – April	<u>Newspaper Industry</u> CSP6 Print <i>The Mirror</i> CSP7 Print <i>The Times</i> <u>Advertising & Marketing</u> CSP8 Television Adverts <i>Galaxy Chocolate</i> CSP9 Online Campaigns <i>NHS Blood Transplant</i> CSP10 Print <i>OMO Campaign (1955)</i>	<p>This part of the course will see scholars compare Tabloid to Broadsheet news coverage, with a close eye on the political leanings of newspapers and their publishers. At the core of the study resides the concept of news values/worthiness and an examination of circulation figures as print readership appears in decline.</p> <p>Scholars will undertake a historical journey through the world of advertising, including semiotic analysis through the use of nostalgia to create a 'fictional' reality for audiences. Scholars will look closely at how producers construct adverts to convey viewpoints, beliefs and values in order to manipulate and position the public's perception of a product in relation to their own lifestyle.</p>
Year 10 Summer Term	Topic	Further Details About The Topic
First half of the term : May – June	<u>Radio Industry</u> CSP11 Broadcast Radio <i>Radio 1 (1967 Launch)</i> CSP12 Online Radio <i>Apple Beats 1 (2015)</i>	This investigation will see scholars focus attention on the cultural context surrounding popular radio from the earliest forms of suppression experienced during the pop culture era of the 1960s and the political changes that lay ahead for BBC Radio. The phenomenon of Youth Culture and eventual development of streaming services in the 21 st Century will provide scholars with the knowledge to understand ownership & globalisation



		<p>within the industry as new approaches come face to face with the standard bearers that represented the 'face' of popular youth culture. Scholars will listen to a range of extracts from specific shows enabling them to discuss the theories of audience gratification and active engagement.</p>
<p>Second half of the term : June – July</p>	<p>Non Exam Assessment</p>	<p>Scholars will be provided with a choice of GCSE Coursework Practicals, to apply and consolidate their skills from the year.</p> <p>Scholars will be provided with a set of rules and deadlines in order to provide</p> <ul style="list-style-type: none"> - A written statement of intent - A Pre-Production plan - A practical product - A written evaluation. <p>Scholars will have full access to still and film camera equipment, Microsoft programmes (including Movie Maker), iOS iMovie, & Adobe Photoshop.</p> <p>Strict deadlines will be in place to comply with entry for the GCSE.</p>
Year 11 Autumn Term	Topic	Further Details About The Topic
<p>First half of the term: September – October</p>	<p>Non Exam Assessment Submission deadline.</p> <p><u>The Film Industry</u></p> <p>CSP13 International <i>Dr Strange (2016)</i></p> <p>CSP 14 UK <i>I, Daniel Blake (2016)</i></p>	<p>Scholars have a series of sessions to conclude post production before submitting their works.</p> <p>Scholars will focus on the film industry, taking into account ownership, funding and processes. Contrasts will be drawn between a high budget Hollywood production, distribution and exhibition process and a relatively low budget, independent alternative.</p> <p>Further study of cultural context will ensure all scholars are aware how films move from concept to production.</p>
<p>Second half of the term : November – December</p>	<p><u>The Magazine Industry</u></p> <p>CSP 15 Print & Readership <i>Tatler</i></p> <p>CSP 16 Print & Readership <i>Reveal</i></p>	<p>Scholars put their Media Language to good use as they analyse two very different approaches to Audience & readership loyalties. A key aspect of this unit will focus attention on the behaviour and suggested aspirations of their respective targeted audiences. Scholars will deconstruct these products to unpick how Psychographic Research [born out of the advertising industry of the 1950s] shapes content and compositional elements, in order to ascertain how stereotyping and cultural</p>



		trends fuel the magazine industry. Scholars will then be able to discuss the representation or misrepresentation of social groups or individuals.
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First half of the term : January – February	<u>The Music Industry</u> CSP 17 The Music Video <i>Arctic Monkeys (You Look Good On The Dance Floor, 2005)</i> CSP 18 Role of YouTube <i>One Direction (History 2015)</i>	<p>Scholars will look specifically at a key moment of major structural change in the music industry. They will analyse how emerging markets were beginning to reshape the way bands and artists acquire their fanbase by communicating on a new range of platforms – many of which are in themselves participatory by nature.</p> <p>Scholars will draw on their own experiences of music video to understand what challenges lay ahead for the industry with the addition of SoundCloud home production and a dizzying array of streaming methods. Essentially, scholars will focus on comparisons with the rise of The Beatles (to gain an historical context) in a quest to understand global market forces and video regulations.</p>
Second half of the term : February – April	<u>Theoretical Framework Revision</u> Reviewing CSP 1 – 18 <i>Use of Media Language and attached theories</i>	<p>Scholars will now have a detailed opportunity to test themselves against multiple choice and short range exam style questions, to ensure they see how theoretical knowledge converges and applies to each CSP.</p> <p>Attendance to Media Revision Seminars are thoroughly recommended in order to further shape each scholars own views.</p> <p>Specific CSPs may be revisited based on class assessments, to fine tune knowledge and understanding.</p> <p>Scholars will then pit their wits against the more demanding long range questions, allowing scholars to construct detailed written discussions in an attempt to highlight how the Media have come to define us as a generation.</p>
Year 11 Summer Term	Topic	Further Details About The Topic
First half of the term : May – June	<u>Examination Term</u> Media One : 1hr 30 mins Media Two: 1 hr 30 mins	Further revision seminars will be conducted right up to the exams.